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CRM in Healthcare - Electronic Medical Records

Customer Relationship Management is an integrated approach to identifying, acquiring, and retaining customers. Organizations manage and coordinate with customer interactions across multiple channels, departments, lines of business, and geographies. This concept helps companies maximize the value of every customer interaction and achieve improved business performance.

Today's organizations must manage customer interactions across multiple communications channels—including the Web, call centers, field sales, and dealers or partner networks.

Many organizations also have multiple lines of business with many overlapping customers. The challenge is to make it easy for customers to do business with the organization any way they

want—at any time, through any channel, in any language or currency.

Information systems of hospitals and clinics directly affect the quality of care the patients receive. Problems persist because of industry wide failures connected to the lack of reliable health information.



Healthcare is the most information-intensive enterprise in any country. It is 30-40 years behind less information-intensive industries like banking. The CRM in healthcare includes a gamut of topics to be discussed. The graphical representation helps us to understand that customer satisfaction is definitely an influencing factor of business performance. With increase in the customer satisfaction indices, there is a significant rise in the market capitalization.

For the context of this article let's just discuss the Electronic Medical

Records (EMR) i.e. taking the responsibility for the development, maintenance and direction of a strategic plan to implement EMR

The electronic medical records usually consists of

- Demographic information including insurance
- History: allergy (if any)
- Physical examination
- Laboratory: blood tests, radiographic images
- Diagnoses
- Treatments
- Subsequent visits information
- Physicians' orders
- Nursing notes: vital signs and assessment

The EMR in itself has several challenges. Primarily the most important clinical information is not available in time. In a hospital setting the inpatient and the outpatient information is essential. With any one section of information missing, there is a spillover of issues on areas like insurance, billing etc.

Installation of a healthcare CRM solution like EMR ensures:

- Improved quality of care
- Better working environment
- Better health outcomes and higher customer satisfaction
- Decreased costs and increased revenues

With some of the key features like secured access to the data and monitoring access; Healthcare CRM is not something that should be overlooked.

Medical CRM software strategy balances the business in favor of the customer. This indirectly helps in retaining the existing customers. The entire cloud computing for healthcare helps you assign tangibility to understand customers. With such dynamic nature of the CRM in healthcare industry, the EMR helps you develop specialty programs that meet customers' interests.

Over the past decade, a lot of time and effort has been spent on developing CRM for the medical industry. Health care providers will now focus on how to gain additional benefits from those same investments. Increased focus on data analysis – understanding customers and their behaviors and getting them moved through the life cycle. The salesforce cloud solution for healthcare is definitely a boon in the revolution of data-driven service to potential customers.

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